

THIS & THAT

A Newsletter for Business, Marketing and Information Technology Educators

Winter Issue, 2005

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Holiday Magic

At this time of the year, we are reminded of the magic you create each day in your classrooms. Nebraska is fortunate to have outstanding business, marketing and information technology teachers leading the way for their students. Enjoy the magic of the holiday season with your students, family and friends.

Bonnie, Bev, Jamie, Karen and Nicole

Marketing Career Cluster Framework Underway

A total of 38 secondary and postsecondary marketing teachers met at Omaha South High School on October 3, 2005, to begin the development of the Marketing Career Cluster Framework. Jim Gleason of MarkED, Bonnie Sibert and Jamie Siedschlag framed the conversations for the day-long workshop. Participants worked in groups that provided feedback on the business core knowledge and skill statements for the Business, Marketing and Management Career Field as well as the marketing core. Future plans include bringing this same group of teachers together next year (date TBA) to study the marketing pathway skill and knowledge statements. Completion of the Marketing Career Cluster Framework is tentatively targeted for June 2007.

Special thanks to Allison Oestmann-Bauers for sponsoring a pizza/salad luncheon and bringing greetings for Thomson South-Western. Nebraska Association of Marketing Educators (NAME) members Lori Scolaro and Janet Butler helped facilitate registration. NAME Treasurer Mary Ann Caputo and ACTEN Marketing representative Laurie Fraser facilitated dues collection for their respective professional organizations.

A Challenge to Business Education and Information Technology Teachers

Ken Messersmith, University of Nebraska at Kearney, emphasized in his presentation at the 2020 Vision and Technology Leadership Forum that all students in the College of Education are expected to use Word, Excel and PowerPoint. He shared that currently the education students entering college do not know how to complete a mail merge, use tables, use Word's reviewing feature or edit clip art. In his class, students create a mail merge to parents as well as create a grade book using Excel with basic formulas and a lookup table. In addition, the students use Word's reviewing

feature to track changes in documents and to add comments.

When using PowerPoint, the students use the project-based model. One project includes creating an interactive PowerPoint with inserted buttons to select the content, which allows students to randomly access the material by topic rather than using a sequential approach. Are all of the students in your school able to complete these basic information technology applications?

BUSINESS TEACHING STRATEGIES



ACCOUNTING

Need an activity-based project to make those accounting principles come to life? Sherry Marks, Wilber-Clatonia High School, developed a petty cash script where students serve as an accountant, front desk person, bank clerk and various vendors. The students role play the creation of a petty cash fund as well as a variety of payments from the fund. The students also demonstrate how to prove and replenish the petty cash fund. Class members record the appropriate entries in their journals. The complete lesson plan can be found on the BMIT web site under Curriculum – Accounting.



CAREERS

A project created by Tennille Gifford, Wood River High School, and Kathy Gifford, Kearney High School, involved researching Nebraska's six career fields. The purpose of the project was to look at the broad scope of the career field and to not focus on a particular job. Therefore, several days were spent researching in class. The research content listed in the rubric was included in the presentation, poster and brochure. The presentation, poster and brochure were also evaluated separately. All four parts contributed to the final grade of the project.

Tennille first used this project for a Careers and Leadership class. This year she used the project in her Business Principles class. The students each took a career field and developed a presentation using the rubric as a foundation and starting point. Depending on class size, the students could be put into six groups and work on the assignment together. To view the rubric, visit the BMIT web site and click on Curriculum – Careers.

Dana Buurman, Valentine High School, recommends the book, *Psychology for Kids* by Jonnie Kincher, for use in your careers classes. The book provides short career exercises that help students better understand self as related to careers.



ECONOMICS/ PERSONAL FINANCE

Students in Dr. Pat Arneson's Business 602 Issues in Business Education online graduate class at Wayne State College had a productive summer developing business and economic unit and lesson plans. The lessons were written for courses in career development, personal finance/economics, international business and information technology. This resource was distributed at the ESU fall workshops, or you can find the units and lesson plans on the BMIT web site under Curriculum and then select the appropriate course content areas of Career Development, Personal Finance/Economics, International Business and Information Technology. Thanks to Karrie Bodwell, Douglas County West High School; Brandon Detlefsen,

Leigh High School; Shara Johnson, Logan View High School; Lori Scolaro, Millard West High School and Annette Rasmussen and Diana Davis, Wayne High School for sharing their lesson and unit plans.



INVESTMENTS

Melissa Schram, Elmwood-Murdock High School, uses the game "Pit" to help students learn about the stock market. The object of the game is to "corner" the market on one of the commodities. In order to corner the market, the player must have all nine cards of the same suit in his/her hands. The trick is the trading. The trading begins with the bell and ends when someone rings the bell and says "corner on corn" (or whichever commodity they have cornered the market in)!

The players trade one-four cards at a time and may lower their "bids" if another player is willing to trade a smaller number. The players do not know for which commodities they are trading, only the number of cards to be traded. The game gets a bit more complicated when the "bull" and the "bear" cards are played (to represent the bull and bear market). The game sells for \$16-17 at a variety of retail stores or amazon.com.



KEYBOARDING

Teresa Feick, Arlington High School, shares a quick Keyboarding Technique Checklist covering eight key techniques. Technique is evaluated on a mastery basis with the following points assigned: Mastery = 3 points, Near Mastery = 2 points, Partial Mastery = 1 point and Minimal Mastery = 0 points. You can find the technique checklist on the BMIT web site under Curriculum – Keyboarding.

MARKETING TEACHING STRATEGY

Sports or Entertainment Marketing

Matt Burg, Fremont High School, utilizes a Marketing Mix Collage to help students understand the four P's of marketing. Students identify one sports or entertainment marketing event and then draw a picture representing the event. Next students are asked to identify four icons related to the event that will reflect the four P's of marketing. The icons are placed around the picture of the event. Next each of the four small pictures are labeled with one of the four P's, including the definition of the P and an example of the P related to the specific industry. Finally, students present the collage to the class. For complete details on the project, including an evaluation form, go to the BMIT web site under Curriculum – Marketing.

INFORMATION TECHNOLOGY TEACHING STRATEGIES



COMPUTER APPLICATIONS

CAA or Class Approved Activities is an approach Treva Dostal, Pierce High School, uses in her computer applications class to give faster working students learning opportunities while waiting for other students to finish an assignment. Different units are presented during the year. Examples include careers, technology inventions and Photoshop Elements. TTT or Technology Tidbit Tuesday finds Treva presenting her computer applications class with different types of technology news or web sites every Tuesday. Students share thoughts, write reactions or explore web sites. This 5-10 minute activity helps raise student awareness of technology and allows the introduction of CAA units. All web sites presented become CAA and are displayed in the room. Examples of TTT that become CAA include:

www.kidzonline.org/TechTraining/ This web site provides streamed video to teach such applications as Flash, Excel and digital video. Students can watch each video at their own pace—and it is free!

www.adobe.com/education/digkids/ This web site offers free tutorials, project ideas and tips for digital applications. Students use the web site to learn digital camera use and Photoshop Elements applications.

www.careerkey.org This free web site provides help in choosing a career or college major. Users can take a test that measures skills, abilities, talents, values, interest and personality. Based upon user answers, a list of promising careers and jobs are identified.

www.bls.gov/oco This free web site provides information on careers and access to the Occupational Outlook Handbook. After completing the test found in the web site, users can research career choices at this web site.

www.popsci.com This free web site is created by Popular Science magazine. Many news stories and inventions in technology can be found at this site.



HANDHELDS

Teresa Hahn, Auburn High School, shares that grant money from the Auburn Public School Foundation allowed the purchase of 20 PDA's for the high school accounting class in 2003. The accounting students learned how to use the PDA's and also taught area business people, once a month, how to use a PDA. Those same PDA's were used last year by teachers. This year, the freshmen Business Applications students will use the PDA's on a rotational basis. Independently, the students will use the workbook written by Karl Barksdale through Thomson South-Western entitled *Enhancing Personal Productivity with PDA's*. Personal worksheets were designed to help make students accountable for their progress through the text.



MULTIMEDIA

Vickie Keiser, Gothenburg High School, created a Multimedia Travel Project where students select a destination to visit outside of Nebraska for one week. The students are required to make three promotional items, including a sign, brochure and cover letter, to win their "free" trip. For more details visit the BMIT web site and click on Curriculum – Computer Applications.

Web Sites for Your Review

The Internet site www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html provides questions, quality indicators and steps to take to investigate web authenticity.

Rubistar at <http://rubistar.4teachers.org> offers assessment tools for educators. Rubrics can be found for multimedia and oral projects.

Interested in creating project-specific evaluations? Then check out www.rubrician.com. Specifically, the technology area has over 40 rubrics for PowerPoint and multimedia presentations, web pages and electronic portfolios.

Quiz Star allows teachers to create a formative online quiz that utilizes multimedia elements. You can locate this resource at <http://4teachers.org>.



NETA Technology Competitions

The Nebraska Educational Technology Association (NETA) has released its annual student competitions for 2006: WWW Publishing Contest, Multimedia Student Authoring Contest, NETA Live! Student Video Production Contest and Computer Graphics Contest. All competitions have entries for students in Grades 6-8 and 9-12. Entries are due January 30 with the exception of the Computer Graphics Contest, which is due January 1. For specific details on each event, select Student Contests from the NETA home page at <http://neta.lps.org>.

Teaching Tips

Business Education Resource

Jane Dexter, Chambers High School, shared that she uses resources from Business Education Publishing, www.bepublishing.com, to enhance her curriculum. Posters, keyboarding wall charts, simulations and board games are a few of the items offered. She also subscribes to the bi-monthly newsletter published five times during the school year.

Mona Schoenrock of Columbus reminded us that the April 2003 issue of the *Business Education Forum* featured an article on "Getting Your Students to Read" by Janice Keil and John Olivo. The article included strategies for notetaking, K-W-L exercises and vocabulary building.

Reading Policy

Kristine Wurtz and Mona Schoenrock, Columbus High School, developed a Sustained Silent Reading (SSR) Policy for their high school. The policy provides 11 student guidelines and 10 teacher guidelines, including the following: "By reading alongside their students, teachers will demonstrate reading is a valued activity, a life-long endeavor, and important to every discipline and content area. Catching up on professional journals or personal interest books are just a few of the ways teachers can use SSR." You can find the policy on the BMIT web site under Curriculum – Teaching Tips.

Federal Reserve Project-Based Learning Activity

The Federal Reserve has partnered with USA Today to develop a project-based learning activity teaching students about the economy and the Federal Reserve. This unique project uses the web site www.federalreserveeducation.org as a resource to develop a newspaper layout that uses a critical date in history – September 11, 2001 – to explore economic and financial concepts.

This free curriculum encourages teams of students to develop a newspaper layout about the economic affects of September 11 on the country and world using online resources. The hands-on activities can help strengthen students' understanding of sectors of the economy, economic indicators, entrepreneurship, banking and monetary issues.

To access this free curriculum, go to www.usatoday.com/educate/federalreserve/index_new2.html. For more information on free personal finance and economic education resources, please contact Jennifer Sand Clark at the Federal Reserve Bank in Omaha at jennifer.clark@kc.frb.org or at 402-221-5560.

Quia.com

Sharon Kluender, Chase County High School, shares that Quia.com has been a fantastic tool for preparing lesson plans, preparing and grading quizzes, implementing chapter activities and class pages. The program only costs \$50 a year and if your school likes the program, a site license may be purchased. This is also a deductible expense on your income tax!

You may include your activities, quizzes and url links that connect with materials being presented for the week to your class page(s). As a teacher, you may go to your quizzes after students have taken a test, click grade, and you have the results of each student and/or may continue to finish grading online if you entered short answer questions in the quiz. You may also assign the number of points per question. You also may click on the results for your class and you will find all quiz results for each student for every test taken for the class. You may insert images, audio and/or feedback.

Sharon states, "Quia has become an invaluable teaching tool for me, and the parents like being able to bring up the class page to see what their child should be doing and when I plan on having tests. They also enjoy the activities and urls that pertain to the weekly lesson plan as most of my lessons cover everyday living experiences. If you are planning on attending the NETA Conference, be sure to stop by the Quia booth to see how easily you can create all of the above and much more."

New LAPs

Have you seen the new LAPs (learning activity packets) designed to help focus your students on Leadership, Attitude and Performance? If not, you can receive a sample package by emailing Service@Mark-ED.org. Remember to include your name and school in your email message. The sample package includes segments of various student and instructor materials. Newest releases now available include:

- Risk Rewarded (Profit)
- About Time (Time Management in Business)
- Use It (Economic Utility)
- Money Tracks (Nature of Budgets)
- Pick the Mix (Marketing Strategies)

For a complete list visit the MarkED shopping center at www.Mark-ED.org.

Lincoln North Star's Career Academies

The staff at Lincoln North Star High School, in addition to starting a new school in 2003, has structured the school around five career academies. Each student entering 9th grade selects an academy for a focused educational experience. Academies provide smaller learning communities around clusters of courses that are grouped by a common focus area and by similar student interests and strengths. North Star's five career academies include the following:

Arts and Communications – For students interested in designing, producing, exhibiting, performing, writing or publishing in the areas of the visual arts, performing arts, graphic design, journalism or entertainment.

Business and Information Technology Academy – For students interested in planning, organizing, directing, managing or developing in the areas of business, administration, marketing, finance or computer information.

Health Sciences and Biotechnology Academy – For students interested in planning, managing, researching or providing in the areas of health and medical services, agriculture, food, natural resources or biotechnology.

Law, Human Services and Global Affairs Academy – For students interested in planning, managing, teaching or providing in the area of human and family services, public safety, law, government, foreign services or education.

Science, Engineering and Technology Academy – For students interested in researching, designing, planning, managing, building or maintaining in the areas of architecture, engineering, construction, manufacturing, transportation, math, science or technology.

More information on North Star's academies can be found at www.lns.lps.org.

Virtual Business Challenge

The Virtual Business Challenge is a national online team competitive event for both DECA and FBLA supported by Knowledge Matters. The DECA event focuses on Virtual Business – Retailing while the FBLA event concentrates on Virtual Business – Management. Within each competition, two challenges are offered, one for each semester. The top qualifying teams from each semester's challenge earn the right to compete at their respective national conferences. For complete event details, check out the DECA and FBLA national web sites.

Entrepreneur Web Site

The Krieger Family Foundation provided funding for the development of a Nebraska entrepreneurial web site, www.nebraskaentrepreneur.com, to enhance entrepreneurial thinking and the development of entrepreneurship skills, knowledge and attitudes in Nebraska. The web site is an interactive tool for students, educators, entrepreneurs and entrepreneurship.

Information Technology Is Career Opportunity

How do students become interested in nontraditional careers? Often it takes the guiding hand of a knowledgeable teacher to encourage a student to pursue a career in a nontraditional area, such as information technology. As you work with females in your information technology courses, you may want to direct them to the IT Is Career Opportunity web site supported by Illinois State University. Check out the site at www.coe.ilstu.edu/icsp/careeropp for sections such as the following: Meet Women in the IT Field, Career Development Professionals and Do Women Need IT Quiz.



Minneapolis Conclave, June 2006

Mark your calendars now for the 2006 Conclave held June 22-25 at the Marriott City Center in downtown Minneapolis. Features of the conference include marketing management, finance, sports/event business, fashion marketing and merchandising, entrepreneurship, business administration, best practices in high school teaching and best practices in college teaching. For more details, visit www.Mark-ED.org.

Google the BMIT Web Site

A Google search feature has been added to the Business, Marketing and Information Technology (BMIT) web site (www.nde.state.ne.us/BMIT). You can search for a curriculum area or featured subject to find the topic you are seeking.

Email Tip

When sending an email message to a group of individuals, list all of the recipients' email addresses in the Blind Carbon Copy (bcc) field. Recipients listed in the bcc receive a copy of the email message while their email addresses remain invisible from the view of the other recipients. Using this process will ensure that you never expose an individual's address to a stranger. This process also prevents the list of recipients from printing at the beginning of a message; therefore, you can access the message immediately without scrolling through the list of recipients' email addresses.

Spyware No. 1 Problem

Spyware is quickly becoming the No. 1 problem among Internet-connected computers, more so than viruses or hack attempts. The dangers of spyware are growing as key loggers, phishing scams and other malicious activities begin using this newer delivery method.

Find out how severe the threat really is and what can be done about it. InfoWorld's "Spyware" IT Strategy Guide offers a breadth of information regarding the various forms of spyware that are infiltrating corporate networks, as well as methods available to effectively combat each type. You can securely download your free IT Strategy Guide, sponsored by Webroot Software, at http://ifw-media.com/lrd0_AAMZRwAC75MB.

This IT Strategy Guide offers the following insights:

- Spyware defined and how it can stealthily infiltrate an enterprise
- The top 6 spyware mischief-makers and how to identify them
- Recent statistics on the growing prevalence of spyware
- How the IT industry is uniting against spyware
- The role of End User License Agreements (EULAs) and the government

Internet Safety Contest

The Nebraska Educational Service Units in partnership with the Nebraska Attorney General's Office are sponsoring an Internet Safety Poster and Public Service Announcement (PSA) for students in K-12 schools. Each school or district may submit one entry from each of the following grade groupings: K-4, 5-8, 9-12. An entry may be a poster, an audio PSA or a video PSA. Entry forms and more information can be found at <http://teachers.esu10.k12.ne.us/ggillmin/InternetSafetyPSA>. The deadline for submitting entries is March 1, 2006.

American Workers Lack Writing Skills

"The inability of the American worker to write a good sentence is costing American business good money," states Gary Beach in his editorial at www.cio.com. Beach's comments were based on the 2004 report from the National Commission on Writing, which noted the following findings:

- Good writing is a threshold skill for employment and promotion.
- Poor writers most likely will not be hired.
- Two-thirds of salaried workers in large American companies have some writing responsibility.
- Writing deficiencies cost American business as much as \$3.1 billion annually.

The report also notes that at the top of the list of writing skills needed in today's electronics-digital world is the ability to communicate through email, followed by presentation/visual writing.

One or Two Spaces

Each year teachers raise the question: Should we teach our students to space one time or two times after the ending punctuation of a sentence? The trend is to space one time after punctuation ending a sentence. Current business practices, including desktop publishing techniques, have moved spacing from two to one. It is important to have the conversation in your school district with all staff teaching keyboarding and decide on the practice you will teach your students. Good keyboarding software will allow the teacher to set the preferred spacing as determined by your staff's decision.



"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young."

- Henry Ford

